



THE PHILATELIC COMMUNICATOR

Journal of American Philatelic Society Writers Unit #30

www.wu30.org

Third Quarter 2009

'Cooking' the Book Reviews

Or ... If You Can't Stand the Heat, Stay Out of the Kitchen

By Heather Sweeting

Recently I was asked by a fellow stamp collector "How do you write a book review?" He was asked to write for a philatelic group's publication but not sure exactly what to do. In simple terms, I tried to lay out an easy *recipe* for whipping up a review.

The Kitchen

Before you can make a recipe, you have to have a place and time to cook.

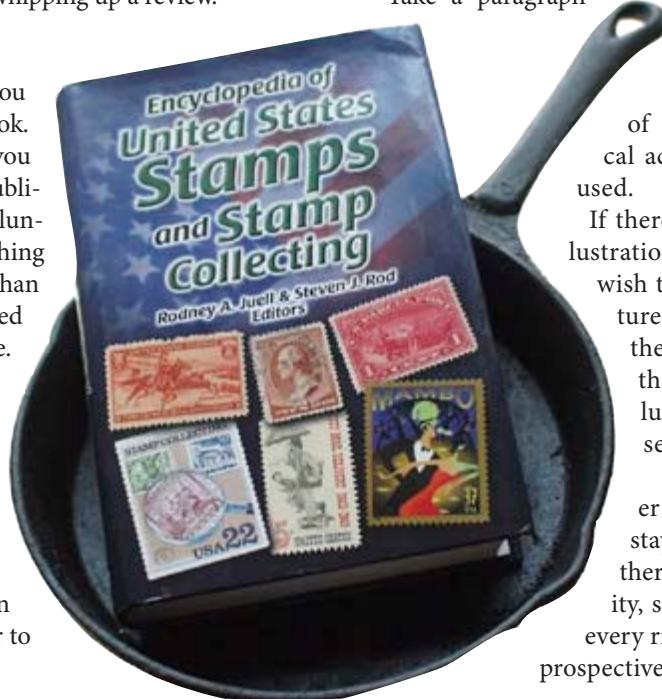
First and foremost make sure you have time to actually read the publication when you are asked or volunteer to do a review. There is nothing more frustrating for your editor than learning out you haven't completed the assignment before the deadline. Once you have finished reading you are ready to begin.

I also recommend having Post-it® flags handy to mark pages of the book that have useful charts, artwork, and other information you specifically want to talk about. It is also good to scan or take a picture of the book cover to include with your review.

The Cook Book

What are the ingredients? Most reviewers start with a basic physical description of the book. State the full title, author, and publisher's name. Continue to describe the publication. Is it hard or soft cover? How many pages? Are the illustrations color or black and white? Are they of good or poor quality or on glossy or dull paper? Is the binding hard cover (case bound), paperback (perfect bound) or spiral bound?

After describing the basic physical characteristics lead into the meat of your review with a short paragraph on the subject. What is the significance/history of the subject in the book. If the book is a sequel, part of a series of volumes, or an updated version of a previous publication, discuss the newly updated material, findings, or illustrations.



The 'Meat' of Our Review

Refer back to your Post-it flags. Is there a groundbreaking portion or extremely interesting chapter?

Take a paragraph

and discuss the significance of this section in greater depth. Has the author discovered something new? Discuss the depth of the research and study, historical accuracy, or the rarity of examples used.

If there is a chapter with a significant illustration or interesting artwork, you may wish to include part of that chart or picture in your review. If possible contact the author for permission. Most authors are willing to allow a small illustration with a review as it helps sell their publication.

Point out the things you as a reader enjoyed or learned from. I try to stay positive when reviewing, but if there is something that is of poor quality, such as poor illustrations, you have every right to choose to point that out to a prospective purchaser.

Bring It to the Reader's Table

Conclude with a final comment on the value (or lack of value) of your reviewed book.

Does this publication stand out as a new work in the philatelic world? How does it compare to similar or previous publications? Does it fill a void in the study of the philatelic subject? Should every stamp collector buy it, or just those who specialize in a specific country or stamp? Did you find it a useful reference? This should help your reader decide if they want to obtain a copy for their library.

To serve your finished review to your reader be sure to list all the pertinent ordering, publisher, and pricing information at the conclusion of your article so that your readers can go purchase one!



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Albert W. Starkweather Editor's Domain

The Weapons of Our Own Destruction?

Having been involved in print media for most of my life, I am seriously concerned about its future. The technology revolution of the past 50 years and the ability to instantaneously share information with nearly anybody anywhere already has spelled the end of many daily newspapers and meant huge staff cutbacks for others.

What the newspapers have experienced is only the tip of the iceberg, as other publications are likely to be faced with the choice of following suit or adopting online delivery. As a decades-long reader of *The New Yorker*, I am appalled by its attempts to replace the copy that arrives in my mailbox slightly dog-eared and sometimes late with an electronic version "delivered to my e-mail every Monday morning."

I have attempted to read *Linn's Stamp News* online, but have given up after fighting through one or two articles at screen resolution. As for Amazon's Kindle, I simply cannot imagine curling up in my favorite chair or lying in bed with a device that lacks the tactile joy of a well-printed book or magazine.

Yet, we all may be facing a paperless future. Many smaller stamp clubs are already delivering their newsletters in the body of e-mail messages or in PDF format in an attempt to reduce expenses.

Of great concern is the freedom for anybody to publish nearly anything they please electronically without oversight. Like many self-published books, most amateur-produced electronic information is not peer reviewed, edited, or proofread. This can lead to incorrect or misleading information being widely distributed.

This is not in condemnation of those who take a great deal of responsibility for their electronic projects including the contributors of articles on the application of the new technology to *The Philatelic Communicator*, but rather the potential for grievous errors or downright misrepresentation. This could lead to these being perpetuated long after the original authors have passed.

Lest anyone think that the new technology has improved the print media, I beg to differ.

When I was hired as a reporter in upstate New York, the route from writer to print was much longer. The typewritten article was given to a copy editor, then sent to one of the Linotype operators who often flagged potential errors. The Linotype output was run through a proof press and given to a bank of proofreaders before it was turned into a printing plate. Today, the reporter's computer copy is handled by an overworked editor who doubles as a compositor and output to a plate without being seen by anyone else. Needless to say, there are countless typos and errors in fact.

The issue we all face is how we can accept the inevitable changes in publishing and adopt methods that will ensure that the quality of the written word is undiminished.





Peter Martin President's View

Stamp Show 2009 and WU #30 Breakfast

The Writers Unit breakfast is scheduled on Sunday, August 9, at STAMPSHOW 2009, which will be held August 6–9 at the David L. Lawrence Convention Center, 1000 Fort Duquesne Blvd., Pittsburgh, Pa. WU#30 Past President Dane S. Claussen will speak on "Today's Media and What it Means to Philately."

The event is jam-packed with awards for the WU#30 Hall of Fame, the Distinguished Service Award and the StampShow Literature awards. Breakfast Chairmen Steven J. Rod has again promised lots of door prizes and a few extra surprises.

WU#30 Board Meeting

The Writers Unit 30 Board will meet at 10 a.m., right after the conclusion of the breakfast. I'll have a report in the next issue of *The Philatelic Communicator*.

WU#30 Elections

Because of the early dates for STAMPSHOW, the results of the WU#30 election were not available as this issue went to press. The final results will be announced at the STAMPSHOW breakfast and will appear in the fourth quarter TPC.

WU#30 Hall of Fame

The 2009 class that will be inducted into the Writers Unit Hall of Fame at StampShow has been announced. The 2009 Hall of Fame inductees — George B. Arfken Jr., Clearwater, FL; John F. Dunn, Merrimack, NH; Ernest E. "Gene" Fricks, Blackwood, NJ; and the late Theo Van Dam, Los Angeles, CA, again represent some of the finest talent in philately. Full details of their many accomplishments are on pages 6–7.



Meet Our Printer

Dennis Wilcox of Wilcox Printing & Publishing, Inc. shows off a press sheet for *The American Revenuer*, another philatelic publication he produces in color. The *Revenuer* is edited by Kenneth Trettin.

Kenneth Trettin photo

See You in Pittsburgh!



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OUR SPEAKER: DR. DANE S. CLAUSSEN

PROFESSOR AND DIRECTOR OF GRADUATE PROGRAMS,
SCHOOL OF COMMUNICATION, POINT PARK UNIVERSITY



The Writers Unit #30 immediate past president will speak on "Myths and Realities of Today's Media and What it Means to Philately."

An avid postal historian and media historian and former APS-accredited philatelic literature judge, Claussen's avant garde position in American journalism assures us a series of fresh insights and useful tips for our philatelic writing in the coming years.

Since July 1987, he also has been president / principal of American Newspaper Consultants, Ltd., a management consulting, expert witness, research, writing, editing, and publishing firm. Claussen joined the Pittsburgh's Point Park faculty in August 2001. Beginning with the summer 2006 issue, he is editor of the quarterly **Journalism & Mass Communication Educator**, one of the two major scholarly journals published by the Association for Education in Journalism and Mass Communication.



Alan Warren NPM Notes

The Importance of Finding Guides

Finding guides are important research tools for collectors and authors seeking information about the wealth of specialized collections housed at the Smithsonian's National Postal Museum. For years these collections of gems have been essentially inaccessible for lack of knowledge that they even exist.

The NPM is blessed with many collections that have been donated over the years. Although the collections of the United States are one of the outstanding strengths of the museum's holdings, a number of specialized foreign collections are awaiting inspection by students of a particular country or stamp-issuing era within a country.

Two recently developed and posted finding guides focus on collections of Uruguay and Japan. The John M. Taylor specialized collection of Uruguay consists of only one volume of 48 pages. The stamps shown there are those printed from 1858 to 1901, broken down by issue. The stamps are described in terms of color shades, perforation, surcharges, overprints, essays, and usage on cover. This finding guide was prepared by Tom Lera, Winton M. Blount Research Chair at the museum.

For more complex collections, Lera often utilizes the research group of the Council of Philatelists as well as experts in a specific field, to list the contents and details of a holding. Such a combination team was used to develop the recent finding guide for the L. W. Christenson and A. M. Tracey Woodward specialized collection of Japan. In addition to the help of the Council, two outside consultants assisted in identifying the materials — dealer Michael Rogers and H. James Maxwell, president of the China Stamp Society.



The Readers Speak Letters

Echoes from the Past

To Alan Warren:

Thank you! I received the package today and have just finished reading the article! ["How To Soothe and Impress Your Editor," TPC Second Quarter] Oh my ... I can hear him speaking those very words!

I cannot thank you enough for doing such justice to his works and continuing to have his legacy live! His works certainly deserve this!

Ann Hill [daughter of Armand E. Singer] via e-mail

This Japan collection is a more specialized and focused study in eight volumes of the 1-, 2-, and 4-sen stamps of Japan issued between 1872 and 1873. The collection is essentially the plating study of these issues by A. M. Tracey Woodward used to prepare his two-volume work *Postage Stamps of Japan and Dependencies* published in 1928. It is a very rare book.

Albums 1–4 are devoted to the 1-sen blue value with detailed drawings of the more than 20 plates used in printing. Perforations, shades, errors, mint and used stamps, and laid vs. wove papers are shown. Albums 5–7 reveal similar treatment of the 2-sen yellow value including the different syllabic characters. The eighth album deals with the 4-sen rose stamp and includes specimens in addition to the varieties noted above, and detailed studies of the 18 plates used to print this issue.

The finding guides include a few illustrations of key items in the collections — another attraction that will whet the appetite of the specialist who wants to study these topics. The main purpose of the guides is to offer some insight to viewers online as to the content of these collections. On the basis of the content descriptions, students can decide whether a trip to the NPM to view the holdings in person is worthwhile.

To review these two finding guides and others that are available, go to WWW.NATIONALPOSTALMUSEUM.SI.EDU/RESEARCH.



Cover bearing the Japan 1-sen blue, Plate 3, Position 3 on wove paper.



More About Color

I have some comments about color that was discussed in the first quarter *Philatelic Communicator*.

There are only three primary colors — red, yellow, and blue. All colors are mixed from these three. Green is not a primary color. Each mixture for a secondary and tertiary colors is an equal part of the two adjacent colors.

The secondary colors are again two adjacent — orange, green, and violet. Tertiary colors are red-violet, red-orange, yellow-orange, yellow-green, blue-green, and blue-violet.

Jane King Fohn via e-mail

EDITOR'S NOTE: Jane is correct in that there are only three primary colors in the color wheel in which I erred. These vary in different models. Red, green, and blue are secondary colors in the CMYK model, the primaries being cyan, magenta, and yellow. Primaries in the RGB model are red, green, and blue.



Charles J. Peterson — 1933–2009

Charles J. "Charlie" Peterson, 75, of Laurel, MD and Emmonsburg, IA, died June 12, 2009 after a long illness. He was the only person to serve two separate terms as WU #30 President: 1981–1983 and 1991–1995. His first term was cut short due to a transfer to Germany and he felt it best if he resigned the office for logistical reasons. He was elected to the Writers Unit #30 Hall of Fame in 1997.

During his Army service in Germany, he revived a boyhood interest in stamp collecting and assembled an impressive collection of German stamps. While living in Europe, he attended international stamp shows and qualified to judge philatelic literature and stamp collections.

Contributions To Philatelic Literature

Peterson shall always be identified with philatelic literature. He not only collected it, but he also wrote and edited extensively and created indices for many publications. He also was a mentor to authors and editors, often providing suggestions for improvement in journals and prospective books.

His critique service, which was offered through WU #30, was instrumental in helping journals achieve higher competitive awards, and insuring the formatting of new books was of the highest order.

Peterson was the driving force in maintaining and improving the quality of judging philatelic literature. He crafted the literature judging guidelines in the early editions of the *APS Manual of Philatelic Judging*.

He chaired the literature commission of the Fédération Internationale de Philatélie (FIP) from 1973–2000. Peterson developed the FIP's web site evaluation program. In addition to judging literature, he also served as a philatelic judge at both national and FIP exhibitions. In all he served on 30 FIP exhibition juries.

In recent years he was a director of the FIP and was working on a history of the organization. He was a board member of the Washington 2006 U.S. international as well as jury chair. He was also vice president of the Association Internationale des Journalistes Philatélique from 1991–2003.

He edited *Philatelic Literature Review* from 1969–1983 and the *Chronicle of the U.S. Classic Postal Issues* from 1993–2005. He wrote countless reviews of journals and books and prepared indices to many journals, including the *American Philatelist*. Twice he won the Thomas Brasch award for the *Philatelic Literature Review* and twice he won the Diane Boehret award for the USPCS *Chronicle*, both journals achieving the best in philatelic literature competitions.

Support of APRL and APS

Peterson's support of the APRL and APS are reflected in his volunteer services as APS vice president; founding member, trustee, treasurer and president of the American Philatelic Research Library; and as a member of a number of APS committees including Translation, International, Fundraising, and the Committee on the Accreditation of National Exhibitions and Judges.

He received the John N. Luff Award in 1988 for exceptional contributions to philately, and again in 2006 for outstanding services to the APS.

He was a Fellow of the Royal Philatelic Society London and in 1991 he signed the Roll of Distinguished Philatelists. Among the many other honors bestowed on Peterson over the years were:

- Bronze and Silver service pins of the Bund Deutscher Philatelisten (BDPh)
- The Silver pin for special service in research and literature of the BDPh
- Distinguished U.S. Philatelist of the U.S. Philatelic Classics Society (1992)
- Silver Medal of the Copenhagen Philatelic Club (1994)
- National Merit Award of the Philadelphia National Stamp Exhibition (2001)
- Lester G. Brookman Cup for outstanding service to the USPCS (2003)
- Alfred F. Lichtenstein award of the Collectors Club of New York (2008)
- Bernard J. Hennig award for excellence and improvements in philatelic judging (2009)



Charles J. Peterson

Professional Career

He was born Dec. 7, 1933 in Faribault, MN. In 1956 he graduated from St. Olaf College in Northfield, MN. In the 1970s, he received a master's degree in public administration from Roosevelt University in Chicago and was a doctoral candidate in history at the University of Chicago. After graduation from St. Olaf, he joined the Army and studied Serbo Croatian at the Army Language School.

After his discharge as a sergeant, he joined the Army Reserves in 1962 and retired with more than 20 years of service as a reserve lieutenant colonel. He worked at the Department of the Army in military intelligence during the Cold War. In 1989 he returned to Laurel and worked at Fort Meade.

He was a member of Holy Trinity Lutheran Church, and was a volunteer teacher, tutor and financial auditor. In 2008, he and his wife, Lanny, celebrated their 50th wedding anniversary.

In addition to his wife, Peterson is survived by two daughters, a son, seven grandchildren, and a brother.

Memorial donations may be made to Holy Trinity Lutheran Church, 7607 Sandy Spring Road, Laurel, MD 20707 or the American Philatelic Research Library, 100 Match Factory Place, Bellefonte, PA 16823.

— Alan Warren & the Laurel Leader



George B. Arfken Jr., John F. Dunn, Ernest E. Fricks, and Theo Van Dam

2009 Writers Unit #30 Hall of Fame Inductees

Four new members of the Writers Unit #30 Hall of Fame have been named. This year's class — George B. Arfken Jr., John F. Dunn, Ernest E. "Gene" Fricks, and the late Theo Van Dam — will be inducted at the Writers Unit breakfast in Pittsburgh, PA on August 9 during APS StampShow 2009. "It is with distinct pleasure that we add these names to the list of honored members of the APS Writers Unit #30 Hall of Fame," said WU President Peter Martin.

The awards are presented in recognition of outstanding service and scholarship by authors, editors, and publishers. A plaque on public display at the American Philatelic Research Library in Bellefonte, PA displays the names of the honorees.

George B. Arfken Jr.

George Brown Arfken Jr. of Clearwater, Florida, a retired professor and former chairman of the physics department at Miami University in Oxford, Ohio, is one of the most prolific authors in the field of British North America philately.

Arfken has written or co-authored 10 books and more than 200 articles, primarily about the stamps and postal history of Canada prior to the UPU. His seminal works in this field include books on Canada's decimal era, the pence era, the small queens issues, the pence covers of Nova Scotia and New Brunswick, and Canada and the UPU.

He also published books on the early development of Canadian air mail, on the stamps and postal history of Canada in the period 1897–1911, and a landmark book on the large numeral postage due stamps of the United States 1879–1894. With Charles Firby, Arfken co-authored a book on Canadian postal history during the period 1851–1902, and with Horace Harrison he wrote about Canadian registered mail from 1802–1909.

The breadth and depth of his knowledge is reflected in the wide range of articles that have appeared in philatelic journals. The early issues of Canada have been studied and described by the author in the areas of plate flaws, and the usage and postal history of the stamps. Over many years he has written a myriad of articles on such topics as foreign destinations, post cards, Prince Edward Island bisects, postal relations with Australia and New Zealand,

drop letters, the dead letter office, accountancy markings, soldiers' letter rates, perforations, parcel post, and the Columbian stamp issues of the United States.

Arfken's achievements have been recognized with many awards. In 2001 he received the American Philatelic Society's John B. Luff award for distinguished philatelic research. He received the U.S. Philatelic Classics Society's Stanley Ashbrook award in 1993, the BNAPS Order of the Beaver in 1996, the Vincent Graves Greene Cup twice (in 1988 and 1993), the Postal History Society of Canada's Stan Shantz award in 1991, and the Royal Philatelic Society of Canada's Geldert Medal. He is listed in *Who's Who in America*.

John F. Dunn

John F. Dunn of Merrimack, New Hampshire, has spent nearly 30 years as a philatelic writer, editor, and publisher, and has become a significant figure in the world of American philatelic journalism.

"The collecting of stamps is deserving of encouragement, for it tends to the cultivation of artistic tastes and the study of history and geography, especially on the part of the young." This declaration from an 1892 United States Post Office announcement explains the reason for the 1893 Columbian set." Dunn wrote this in the May 10, 1987, *New York Times*, where he was the stamp columnist from 1982–1989. He took this admonition to heart.

With a background as a stamp dealer, Dunn worked as editor of *Stamp Trade International* in 1981 and 1982 and as New York correspondent for *Linn's Stamp News* in 1982 and 1983. In the early 1980s he also authored the "Stamp Market Report" for *Scott's Monthly Stamp Journal*. In 1982 he was appointed Director of Education for the Philatelic Foundation in New York, and was responsible for its publications program. During the next seven years he edited five Opinions books detailing Foundation stamp expertising. He also edited a number of informative bulletins for the Foundation.

In 1988 he acquired the failing *Mekeel's Weekly Stamp News* and brought new life to the hobby's oldest philatelic magazine. In 1995 he acquired *Stamps Magazine* and merged the two publications into a weekly magazine renamed *Mekeel's & Stamps*. He continues to author new articles on a regular basis. He has now published

more than 1,000 issues, keeping alive a diversity of voices in American philatelic journalism.

In 1995 Dunn founded *U.S. Stamp News*, a new monthly magazine. Soon after, he acquired *U.S. Stamps & Postal History* magazine and merged it into *U.S. Stamp News*.

Dunn worked with noted philatelic author Herman Herst, Jr. to publish that writer's final book, *Still More Stories to Collect Stamps By*. He keeps the Herst philatelic library in print.

Dunn has edited and published the 600 plus page *Mekeel's U.S. Reference Manual*, now being gradually reissued in a new updated edition.

Gene Fricks

Ernest Eugene "Gene" Fricks of Blackwood, New Jersey, a nuclear engineering consultant and retired Air Force officer, has been active in philatelic writing and editing for most of his life.

His 16 years as editor of the *Collectors Club Philatelist* were not only notable in both the improvements he made from previous issues, but also for the longevity in the post. He continues as one of the most active members of the CCP editorial board. During his time as editor, the CCP received gold medals nationally and large vermeil medals in international competition.

His ongoing effort as project leader and compiler of PHLNDX for the American Philatelic Society is one of the least appreciated resources available to help researchers. It offers more than 1,000 journal titles, starting with the Philatelic Record of the early 1860s, and is kept current by Fricks, with more than 200,000 searchable entries. He personally inspects virtually all articles and reviews that have been published or transliterated into Latin alphabets. Articles in languages other than English, if printed in journals held in the APRL or the Collectors Club library are also included.

His editorial duties have also extended to the International Society of Indonesian Specialists and he was the founding editor for the New Jersey Postal History Society. He is a regular columnist for *The Informer*, the journal of the Society of Australasian Specialists/Oceania, and also has written for the *American Philatelic Congress Book*, MEPSI, USSS, and the USPCS.

Gene Fricks received the Luff Award for Services to the APS in 2007, and has twice received the President's Medal of the Collectors Club.

Fricks served two terms as APS vice president, serves on the APS expert committee, is an international and national judge, and is a board member of APS Writers Unit #30. He is a fellow of the Royal Philatelic Society London, has served 20 years as a governor of the Collectors Club of New York, is president of the Masonic Study Unit of the ATA, was a director of the American Society of Netherlands Philately, and served as vice president of the New Jersey Postal History Society.

Theo Van Dam

Theo Van Dam (1916–2001) was born in Amsterdam, The Netherlands and died at his home in Los Angeles. A stamp collector from a very early age, Van Dam was particularly noted as an expert on the postal history of the American Expeditionary Force in Europe during World War I. He also specialized in Spain, Spanish postal history (the Civil War period in particular), and paquebot mail.

He excelled in all these specialties, as a collector and writer.

Eventually he became a dealer in covers and philatelic literature, doing business under the name of Postal Covers, first in New York and then in California, where he spent his last years.

Van Dam was a major influence in the growth and importance of the War Cover Club (now the Military Postal History Society) and served as its president and bulletin editor. His articles also were published in the *American Philatelist*, the *Collectors Club Philatelist*, the *Congress Book*, the *Philatelic Literature Review*, and the *Postal History Journal*, among others. He was also responsible for portions of the *Billig Handbook* on postmarks.

Other than as a dealer, Van Dam was best known for the books he wrote, co-wrote or edited. These include *Postal History of the AEF 1917–1923* [editor and chief contributor, and author of the two updates], *Postal Markings of the AEF* [and updates], *Valuation Guide for AEF Covers* [co-authored with Richard Sackett], *A Postal History of Spain, Fakes, Phantoms and Fantasies of the Spanish Civil War, War Dates 1911–1950, War Dates 1839–1859 / 1959–1979, Beyond War Dates 1911–1950 and More!*, and *A Century of War Dates and More! 1859–1959*.

Van Dam came to the United States in 1937, and served in the Army during World War II. A skilled linguist, he worked as a translator during the repatriation of prisoners of war held by Japan. After his military service, he entered the family's Van Dam Rubber Co., and later was an executive for a toy manufacturer and importer.

His writing legacy survives him. The *Military Postal History Society Bulletin* continues to publish his research.



view of Albany from the East by Jim Flosdorff, Professor Emeritus of The Sage Colleges (www.jfpan.com)

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Digital Philatelic References or Studies Storage Methods

By Francis Adams

Part IX

Various factors should be considered when producing a study and expecting good results when storing or distributing it. In this article, I will cover the subject of media, such as compact disc (CD), digital versatile disc (DVD), and other portable or virtual media.

Physical Media

The physical storage of your DPS is most likely on your computer's internal hard drive or an external hard drive, typically used for file backup. Keeping the study on your computer is simple. It is easy to move, modify or even send as an attachment via an e-mail message, if your mailbox size allows it, at any time.

The drawback to this method is that computers are generally not very mobile. Getting your study before the eyes of other collectors interested in the same subject is difficult at best, unless a laptop is available and the files have been transferred to its hard drive. While laptops are an option, to be truly portable the media should be much smaller.

Portable Options

Portable media for backups or distribution however, is another matter. Modern physical options include a CD, DVD, flash memory drive, sometimes called a thumb drive or memory stick, or perhaps camera memory cards, including Secure Digital (SD) and Compact Flash (CF).

Floppy disc technology is a non-starter. In the main, floppy discs are no longer used as most modern computers do not have floppy drives. The disc's maximum size is usually 1.4 megabytes (mb), good for only a small study.

The sophistication of digital studies has accelerated. With the number and size of graphics included, the CD, DVD, flash, and camera card options are best for storing studies.

CDs are a popular and convenient means of distributing your work and the method you most likely will use as they are relatively easy for home-based authors to produce. They also have the advantage that most computers have a CD or DVD drive that will read CDs and nearly everyone is familiar with how to use them. CDs accommodate approximately 600-700 mb of data and are inexpensive as 100 cost roughly \$15. (Fig. 1)



Fig. 1. Compact / Digital Versatile Disc media

DVDs are a newer storage media type and hold more than 4.5 gigabytes (gb) of data, roughly seven times that of a CD. They are slightly more expensive than CD media, but for the storage capacity more reasonably priced. It is more a question of storage needs as videos or movies requiring more storage space are better placed on a DVD for instance.

Computers using either Microsoft Windows or Apple Macintosh operating systems can read CDs and DVDs. If there are specific concerns about which media format should be used, save the file on Windows-formatted media as a Macintosh can accept and read both Windows and Macintosh formatted media.

A newer physical storage media is a flash memory drive with a universal serial bus (USB) connection. Flash drives have no moving parts; they are simply memory chips in a plastic case with a USB connector. They have larger capacities (up to 64 gb presently) than CD / DVDs. A 2 gb flash drive can be found these days for less than \$6 and will hold a number of studies. (Fig. 2)



Fig. 2. Flash Memory Drive

As our files are typically smaller than one gigabyte, most any small flash drive will do very nicely. (Look for small sticks of one mb or smaller as freebies at some electronic outlet stores.) They are compact enough that you can carry one in your pocket — very handy for getting copies of presentations from the presenter's laptop. For mailing purposes, they are smaller than CD / DVDs and more robust during shipping. Some Windows machines may need to be configured to read flash memory drives.

SD memory cards found in many digital cameras may also be used as storage. Some cameras come with small cards and upgrading to a larger capacity memory card to hold more images is not unusual. Using an external reader for these cards, allows these castoffs to be used as a storage option. Another advantage is that they are small and demand little storage area in a desk drawer for instance.

An interesting SD innovation is a card with a hinge in the center. When the card is opened, by folding half of it up, a USB connector is exposed. This allows the card to be used like a flash memory drive — without the external card reader. The latest SD card development incorporates a wireless transmission function into the card that allows the transfer or uploading of files without using a computer. (Fig. 3)

Sony and Olympus both produce portable media similar to these cards — the stick and XD card however, I will simply acknowledge these options as the SD card is the most popular.



Fig. 3. External Reader & Folding SD Memory Card

EDITOR'S NOTE: Professional DSLRs use the more rugged compact flash (CF) storage. Combining a CF card with a small dedicated reader, similar in size to flash drives creates a shirt-pocket package that will store up to 64 gb.

Mobile Devices

Storing studies on a mobile device is another option. Depending on the file format chosen for the study, you may be able to display it on some of the more advanced portable digital media devices such as an iPod. (Fig. 4) I carry and view my exhibits and reference documents in pdf format; images of cancels in jpg format, and listen to audio interviews or presentations in mp3 format on my iPod Touch. Most recently, YouTube has movies made by philatelists and those may be played in mp4 format.



Fig. 4. iPod Touch Displaying Exhibit Title Page

The ability to make your study truly portable and use it dynamically lies with this storage method. As long as the battery on the device is charged, the study (or many other documents) can be viewed most anywhere and by anyone.

Apple is not the only mobile device solution. Other mp3 players are also able to store and display these types of files and documents. Some of the newer mobile phones, portable DVD players or even electronic photo frames might be used for these same purposes.

Virtual Media

The virtual storage option is simply a remote computer (server) connected to the internet which acts as an additional storage area for your files. Your information is always available regardless of where you travel and you need not bring any devices with you.

The simplest of the virtual media options is an attachment to an e-mail message. If the study exists as a pdf file, it can be sent to anyone with an e-mail address. In some instances, the study may be stored in your own e-mail account by sending the file to your own account as an attachment. If you have a large capacity e-mail account like Gmail, quite a number of large files can be accommodated in this fashion. Your e-mail account is always accessible via the web from most any computer with internet access and the attachment may be downloaded as needed. This method also allows you to control the distribution of the file easily.

In the event a file is too large to be sent via e-mail for example, an online storage option is ideal. Virtual storage services are provided by Microsoft, Apple, and Google. Box (www.BOX.NET), A drive (www.ADRIVE.COM) and others provide free virtual storage accounts and even personal servers are being added to the web.

Simply access your personal account via any computer with a web browser and a connection to the internet. Not as valuable perhaps as a handheld device when you're not in a position to connect to the internet, but definitely easier than some other options.

An entire study may be produced completely independent of your computer using web-based applications such as WordPress (www.WORDPRESS.COM) or Blogger (www.BLOGGER.COM) blogging software, and Adobe Photoshop Express (www.PHOTOSHOP.COM/EXPRESS) which are all free. These applications allow you to write as well as edit and add images in a variety of ways.

Depending on the purpose of the study, another option might be one of the photo-hosting services such as Flickr (www.FLICKR.COM) or Photobucket (www.PHOTOBUCKET.COM). Slide shows may be assembled using these online applications.

The real drawback to these last few options is that the information is formatted and stored online — there's really no way to turn it into a file which can be distributed other than via the web.

Finally, your study can be made available on a web site. The study might be on a dedicated site or accessible through a hyperlink on a site. Adobe Portable Document Format (pdf) files are especially good for this manner of display.

Done correctly, the original files of the web site can also be burned to a CD or DVD and the study will run directly from the CD / DVD. To make the study searchable when on this type of portable media, a special software program is required. This option is my personal favorite, but it does require some additional investment in software, as well as more computer and software skills than many people have or are willing to learn.

Conclusion

Getting your study and digital reference materials onto a CD or into your hip pocket does not have to be difficult. Think about how and to whom you wish to present or distribute the study as that will help determine which media should be used.

Using a combination of media is advisable. You never know when a disc may become damaged or a drive will fail. All of these options can be used as a backup methodology.



Reviews Print and Electronic

Books & Catalogues

Accompanying the Exhibit

Delivering Hope: FDR & Stamps of the Great Depression by Cheryl R. Ganz and Daniel Piazza. 40 pages, 8½ × 11 inches, saddle stitched. ©2009 Smithsonian National Postal Museum, 2 Massachusetts Ave. NE, MRC 570 P. O. Box 37012, Washington, DC 20013-7012. Price \$20 (less 10 percent for museum members, plus \$5 U.S. shipping or \$9 international shipping; WWW.POSTALMUSEUM.SI.EDU/DELIVERINGHOPE/BOOKLET.HTML).

The NPM has mounted a major exhibit of material associated with President Franklin Delano Roosevelt and his self-promoting postmaster general, James A. Farley that opened on June 9 and continues through June 6, 2010. Its intent is to show how FDR through Farley used postage stamps to communicate with the American people, while promoting his and Farley's personal interests. The booklet is lavishly illustrated with sketches by FDR for suggested stamps, die proofs, uncut press sheets, and other philatelic artifacts that point up the president's and postmaster general's agendas.

Delivering Hope is divided into three main sections — “Franklin Delano Roosevelt: Stamp Collecting President,” “James A. Farley: Postmaster General,” and “Optimism and Progress.” “End of an Era” concludes the booklet, which features minimal text to support the illustrations.

The first section displays some of Roosevelt's stamp collecting tools and his sketches for the Byrd Antarctic Expedition, Mothers of America, Susan B. Anthony, Virginia Dare, six-cent eagle air-

mail, and 50th anniversary of statehood issues along with die proofs of the finished stamps. It concludes with stamps conveying his personal interests. Also included inside the back cover is FDR's suggested change to the 1942 Win the War issue.

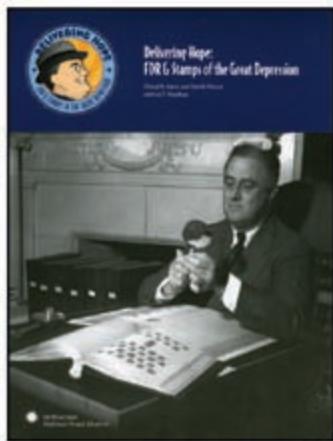
Fifteen of the 20 original uncut imperf press sheets — autographed by FDR and Farley — that spurred the Farley's Follies scandal are shown together in full color for the first time. Each is overlaid with an oversized single stamp that displays the beauty of the engravings. One only wishes that all 20 sheets were included.

“Optimism and Progress” addresses FDR's influence in modernizing stamp design, which is particularly evident in the presidential series begun in 1938. Ever wonder why U.S. stamps of the 1930s were printed in light violets, blues, and greens? The answer is here. While Chicago's A Century of Progress is highlighted under American World's Fairs of the 1930s, little attention is paid to the 1939 New York World's Fair.

“End of an Era” reproduces a rare single cover postmarked at Honolulu at 8 a.m. on December 7, 1941 — minutes after the Japanese attack began at 7:48. This marked the end of the Great Depression and FDR's involvement in the stamp program. Farley had resigned in 1940 after a public rift with the president who had decided to run for a fourth term, quashing his own presidential aspirations.

Delivering Hope provides a tantalizing glance at what must have been a far more extensive collection of “insider” material accumulated by FDR and Farley.

— Albert W. Starkweather



Combatant and Noncombatant

The Postal History of World War II Mail between Canada and Switzerland by Charles J. LaBlonde and John Tyacke. 254 pages, 8½ × 11 inches, spiral bound. ©2008 American Helvetia Society, Asheville NC. Price \$30 postpaid in USA, \$35 to Canada, \$40 to Europe from Charles J. LaBlonde, 15091 Ridgefield Lane, Colorado Springs CO 80921-3554.

Switzerland served several important functions as a neutral European country during World War II. The Geneva headquarters of the International Committee of the Red Cross (ICRC) played a key role in protecting the mail of prisoners of war. Canada was a combatant in many theaters of the war. This book documents the handling of mail between the two countries beginning just before the war started until shortly after it ended.

The first several sections describe mail from Canada to Switzerland both by surface and by air. Canadian censorship details include identification of the various handstamps and labels used on mail between the two countries. The guidelines of the ICRC for handling POW and internee mail are discussed.

Another section focuses on various schemes used by civilians

in Canada to send mail to Switzerland such as via the United States, via Thomas Cook & Son Ltd., and via the Red Cross. Two additional sections tell how mail was sent in the opposite direction from Switzerland to Canada. Although the Swiss seldom censored mail, there were some specific examinations under certain conditions that the authors describe.

The book is a great source for postal history detail. Postal regulations and forms and also ICRC forms are illustrated as well as many, many covers with captions explaining how the items were handled including analysis of rates and routes. Several appendices provide wonderful tools for postal historians, such as rates, POW regulations, Canadian stationery, and the use of blackout postmarks. An extensive bibliography is categorized into Canada, Switzerland, the ICRC, and pertinent general books on WW II postal history.

LaBlonde, well known for his writings on Canada and Switzerland WW II postal history, and Tyacke, with his expertise on Canadian censorship, have created a very worthwhile treatise on the postal history of World War II.

— Alan Warren

An Unlikely Place for a Post Office

Deception Island, Antarctica: An Historic and Philatelic Record by Stephen Pendleton. 76 pages, 8½ × 11 inches, spiral bound. ©2008 by the author. \$20 postpaid in U.S., \$24 elsewhere from Stephen Pendleton, 3006 Mary Avenue W., Visalia CA 93277-6047.

Stimulated by two Antarctica trips that the author took more than a decade ago, he decided to describe the history and postal documentation of this volcanic island. Deception Island is one of 130 islands and islets that comprise the South Shetland Islands. Deception is a popular stopping point for Antarctic cruises. Plant life is limited to some lichens. However, several varieties of penguins and birds abound and many species of whales ply the surrounding waters.

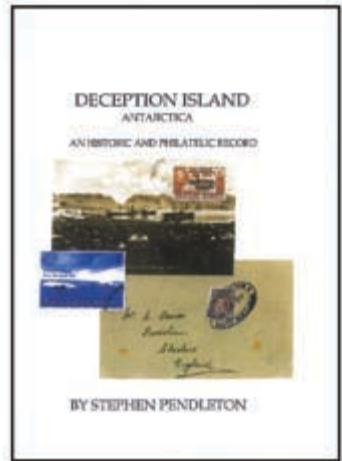
Deception Island was discovered by seal hunting crews in 1820. Early mail from sealing and whaling ships in the area began in 1821. Mail documenting the South Shetlands and Deception Island appeared in the early 20th century with the increased whaling activity. Mail is also known from the Wilkins Antarctic Expedition. In connection with World War II there is mail associated with Operation Tabarin, an effort to ward off enemy occupancy in the South Shetland area.

Deception Island became the first permanent British base in the

Antarctic, established in 1944. Argentina also established a base at Deception. Mail with cachets and postmarks documents the British and Argentine presence. Later, both Spain and Chile established their Gabriel de Castilla and Presidente Aguirre Cierda bases respectively. Pendleton provides illustrations of cachets and cancellations used by the various jurisdictions.

With growing visits by tourist ships in recent years, the mail associated with Deception Island has rapidly increased. The author concludes with a bibliography for those who seek to learn more about the Island and its postal history. Illustrations of post card views are not crisp but the showing of cancels and cachets will serve well the collector seeking and identifying mail related to Deception Island.

— Alan Warren



Expanding Older Catalogues

South African Airmails by Nicholas Arrow. 203 pages, A4 (8½ × 11½ inches), color illustrations, spiral bound. ©2008 by the author, Musbury, United Kingdom. £30 (approximately \$58) plus £10 (\$19) airmail postage worldwide.

There have been three definitive catalogues of South African airmails published since 1936. The first was *The Airposts of South Africa* by L. A. Windham, the second was *South African Airmails* by Capt. Milton F. Stern published in the late 1960s, and the third was *Par Avion in Southern Africa* by John T. Burrell published in 1986. The second and third catalogues expanded on the earlier ones.

This handbook considerably expands on all three earlier catalogues. It is not really a catalogue, as it does not include pricing of covers. The first chapter covers pioneer and other special flights to August 31, 1939. It is written in narrative style and includes a chronological listing of the flights and a rarity factor of covers from each flight.

The next chapter covers internal scheduled flights to August 1939, and is in the same format, starting with the narrative, followed by a chronological listing of the flights. The rarity factor of covers is not shown in this and most of the subsequent chapters.

The third chapter covers external scheduled flights to August 1939 with the same format.

The fourth chapter covers the war years and includes the "Horseshoe Route," mail between South Africa and America, crash mail, air letters, aerogrammes and airgraphs, and a chronological listing of airmails flown during the period from September 1, 1939 to September 30, 1945.

The next chapter covers the post-war era to May 31, 1961, and describes the first flights of various airlines that have served South Africa, such as BOAC, KLM, Pan Am, Air

France, Swissair, Sabena, and Qantas. This is also followed by a chronological listing of the flights between October 1, 1945 and May 31, 1961, where again the rarity factor of covers is resumed.

The chapter that follows covers the period June 1, 1961 to 1974, then 1975 to 1981, where the rarity factor is again dropped, and finally the period 1982 to 7th February 1994 is covered in both the narrative and a chronological listing.

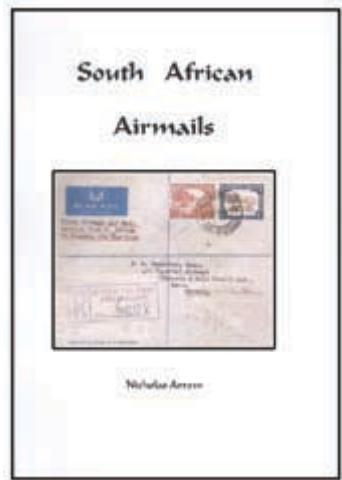
There are a number of appendices which cover:

- dates of intermediate flights of government experimental service,
- note as to Rand Airport, which served Johannesburg,
- a list of well known and prominent people to which many first and special flight covers are addressed,
- balloon and helicopter, etc. flights, and
- Antarctic helicopter flights.

Throughout the chapters, some covers are shown in color, but the illustrations are not as numerous as in *Par Avion in Southern Africa*. There is no bibliography, which would have been useful. The rarity factor should have been used throughout the listings.

Overall, the handbook is very well done and it is a valuable addition to the literature on South Africa airmails.

— Ken Sanford



Journals & Newsletters

U.S.C.S. Log Goes Color

The *U.S.C.S. Log*, the monthly publication of the Universal Ship Cancellation Society, has gone color beginning with the May 2009 issue. The transformation to color is visually appealing particularly the cover and many of the illustrations. It is still in 8½ × 11-inch format.

The switch to coated paper enhances the appearance of the journal causing color to jump out as seen in a comparison with previous issues. Also evident are subtle changes in column layout and headers with more use of text and picture boxes to break up text. The cover is also reformatted with the table of contents hugging the right side highlighted in yellow instead of at the bottom in previous issues. This transformation to color has made the *U.S.C.S. Log* an even better publication.

— Alfred Carroccia



Canal Zone Philatelist

Published quarterly by the Canal Zone Study Group, 8½ × 11 inches, saddle stitched, 12 pages. Editor: Richard D. Bates. 4112 E. Kilmer St., Tucson, AZ 85711. www.czsg.org.

The Canal Zone is a popular U. S. possession collecting area due to the 75-year period of U. S. influence as a result of the Panama Canal. This area is rich not only in stamps, but also in postal history.

The Canal Zone Study Group is devoted to exploring this intriguing possession through the *Canal Zone Philatelist*. While the layout is typical newsletter format it is the content that overwhelms the reader. Enough information is packed into 12 pages that a second careful reading is required to digest.

Articles range from brief notes to several pages and are well written. Each issue contains at least one article or note on dangerous forgeries and counterfeits, particularly those of the overprint issues. An interesting article details the finding of rejected designs of the 25th anniversary set of 1939 setting out distinct differences with the final design that was issued. Illustrations pepper each issue including photographs of members and society events. In late 2008 the *Canal Zone Philatelist* went to color which enhanced the illustrations.

— Alfred Carroccia



GBCC Chronicle

Published quarterly by the Great Britain Collectors Club, 8½ × 11 inches, saddle stitched, 32 pages. Editor Tom Myers. Contact Larry Rosenbloom, 1030 East El Camino Real, PMB 107, Sunnyvale CA 94087-3759, LRL@GBSTAMPS.COM. www.gbstamps.com.

When one thinks of British stamps either Machins or the penny black are the first to come to mind. These two areas alone make British philately an exciting area and the *Chronicle* succeeds in exposing this and other related items. The *Chronicle* is a friendly journal that is easy to read and understand. This format appeals to the beginner who will not feel overwhelmed reading a particular

article. The articles are well written with clear black and white illustrations; color is prevalent on the front and back cover.

Machins are covered in Larry Rosenbloom's "Mostly Machins" column. What sets this column apart is Larry's treatment of related areas including ephemera and literature. Feature articles span early period up to and including modern period. One article by Fred Rosenthal laments the lost art of plating while Jerome Hart proudly discloses his favorite book in British philatelic literature.

— Alfred Carroccia

The EFO Collector

Published quarterly by the EFO Collector's Club, 8½ × 11 inches, saddle stitched, 28 pages. Editor: Cemil Betanov. 45 Fairway Dr., Denver, PA 17517. www.efocc.org.

Errors, freaks, and oddities are the misfits of stamp collecting, proving that not even stamps are perfect. There is a great quantity of EFO material especially stamps with misperforations. The *EFO Collector* is comprehensive in covering both U. S. and foreign EFO material.

The articles are well written particularly those that painstakingly detail perf, design and ink varieties. Illustrations are adequate despite being in black and white but some are disproportionate to the text. These should have been reduced and properly positioned to provide balance to the article. This publication has not gone to color but would benefit especially with significant errors and unique varieties.

— Alfred Carroccia

Electronic Media & Software

Share Your Knowledge for Free

<http://webs.com>

Part of philately involves knowledge sharing. Most likely you are not the only one collecting a particular topic in which you have specialized. There are many ways for you to share your philatelic knowledge with others:

- Give a speech or presentation at a stamp club meeting;
- Give a presentation at a major philatelic event or show;
- Write a book;
- Write an article for a philatelic publication; and
- Publish your information on the internet.

All of these are great ways for you to share your information. All will be time consuming. Some, such as publishing a book, will be expensive. The internet has made it very easy to disseminate your knowledge with others via web sites. For most people, that will usually conjure up the following:

- Register (purchase) a domain;
- Purchase web hosting services;
- Hire a webmaster or web designer to design your site; or
- Learn HTML coding and maintain your own site.

These are usually enough to keep most people from putting or sharing their philatelic knowledge on the web. What if I told you that you can do this for free? And that if you know how to use the Windows Wordpad application, that is all the knowledge that you need to create a web site?

I have done this for several years and have more than a dozen sites at WWW.WEBS.COM (previously called WWW.FREEWEBS.COM). Over the years, I have looked into all kinds of free web pages. Google this term and see how many come up. Some are simply one page (i.e., basically the size of a printed piece of paper if the site were to be printed); some only had room for one or two paragraphs and maybe one or two photos or scans. On the other hand, most had tons of pop-up ads and other electronic *noise*. In the end, none offer as much as WEBS.COM.

Here is some of what you get — a free web site that you get to name at WWW.YOURWEBSITENAME.WEBS.COM (replace YOURWEBSITENAME with whatever you choose), multiple pages, lots of room for photos and scans, more than 40 mb of free disk space, PayPal buttons and shopping carts, page counters, calendars, videos, forums, blogs, and guest books. If you run out of the free stuff (i.e., you need more room for scans, more bandwidth, etc), you can buy extra services. I've never had to do that before.

WEBS.COM lets you operate in two basic modes: beginner and advanced. Advanced means that you have to design your web site offline directly on your PC using some sort of the authoring or design program, such as Microsoft FrontPage, and then upload everything. I have used the beginner method for all my sites. It is more limiting from a design standpoint, but I can modify my sites from anywhere on the planet as long as I have internet access.

Basically you may choose from a variety of different layout templates. You then get to name your pages. The actual page design uses a Wordpad-like tool; you get some basic font types in various colors. If you can use a simple word processor, you can do this.



An e-mail address is not provided by webs.com, but you can get one for free. I would suggest that you check out Hotmail, Gmail, Yahoo, or Juno. If you intend to use PayPal buttons in your WEBS.COM site, you will need to use the e-mail address that you have signed up with at PayPal.

Philatelic web sites should be about disseminating information and do not need fancy elements, such as flash graphics and other distractions. One person actually thanked me for keeping my site simple and without annoying animated graphics.

If you have a variety of duplicate items you would like to sell and are tired of the eBay fees, use this site to sell your items. The key is of course to make sure that the site is indexed by the various search engines. You can submit your site for listing at these search engines and eventually they'll crawl over your site and index it in their system. You can also list your site manually at the Philatelic Webmasters Organization site ([HTTP://PWMO.ORG/PWO-EN-FRAME.HTM](http://PWMO.ORG/PWO-EN-FRAME.HTM)).

If you want an idea of what is possible to do with WEBS.COM, go to WWW.STVINCENTSTAMPS.WEBS.COM. This site has links to my other philatelic sites.

My St. Vincent stamps site also functions as a general philatelic website for me, and it has links to all the other sites. I have been using webs.com for over 6 years now, and am very pleased with using their service. I realize that *free* is not always the best business-model out there (after all, someone has to pay for the webservers in use, the electricity, etc). The pitfall is that if some day webs.com is no longer viable, your website would disappear! I would recommend using a tool such as Adobe Acrobat to capture your web site, so that at least you could easily redo it somewhere else if needed.

In the meantime, I hope that you'll consider using webs.com as a way to "get out there" (as a particular TV commercial likes to state) and showcase your favorite philatelic specialty.

— Peter Elias

A Cornucopia of Philatelic News

<http://alltop.com>

The Alltop web site, describes itself as an “online magazine rack of popular topics.” It claims to update its stories every hour and suggests that visitors pick a topic and enter it in their search box.

Alltop stands for all the top news. The site pulls together hundreds of web stories, blogs, and RSS (Rich Site Summary) newsfeeds, providing headline links to the most recent. All of the links open in a separate browser window.

A quick search on stamps uncovered a virtual cornucopia of philatelic news. There were approximately 24 different subheadings under the stamp news page, each showing the five latest news articles, or postings on their site / blog. These included articles from Google's stamp news, stamp collecting blogs, and philately blog, as well as other news links, blogs, and searches on the top half of the page.

Further down are links to FDC — *My Philately World*, [Francis Adam's] *Digital Philatelic Workshop*, *Joe Hahn's Philately Blog*, *Faroese Stamps, Germany — History on Stamps*, *Indian Stamp Ghar*, *Kazakh Stamps*, *Newly Released Stamps*, *MB's Stamps of India*, *Rainbow Stamp Club*, *A Journey of Stamps Through FDCs*, and *The Argentina 1931–51 Definitive Series*.

Without a doubt you will find at least one subheading that has something of interest to read. Be prepared to spend, or if you prefer waste, an hour looking at all the material.

I randomly picked a few topics to see where they would lead. At the newly released stamps site, I found an article about the new Canadian roadside attraction stamps. If you haven't been to Canada and seen the "Giant Log Man" you can see it here. (Perhaps you can liken that to the giant Pedro at the U.S. "South of the Border" store.) The stamps are fun and likely appealing to all who have stopped at the various attractions on the stamps. ([HTTP://NEWSTAMPS.BLOGSPOT.COM/2009/07/ROADSIDE-ATTRACTI.html](http://NEWSTAMPS.BLOGSPOT.COM/2009/07/ROADSIDE-ATTRACTI.html)) Thumbs up! I'd go back.

Since I knew nothing about the stamps of Kazakhstan, I decided to visit Kazakh Stamps. ([HTTP://KAZAKHSTAMPS.BLOGSPOT.COM](http://KAZAKHSTAMPS.BLOGSPOT.COM)) The illustrations were very nice but there was very little description of the new releases. The site was run by someone named Vladimir, and seemed to be updated with each new issue. I probably won't check this site again.

Joe Hahn's Philately Blog had several interesting articles. He states his site is: "The art and science of philately and postal history with some personal comments, stories and observations. The emphasis will be on Latin America but can include other areas as well." ([HTTP://JOEHAHNPHILATELYBLOG.BLOGSPOT.COM/2009/05/EL-SALVADOR-HANDBOOK.HTML](http://JOEHAHNPHILATELYBLOG.BLOGSPOT.COM/2009/05/EL-SALVADOR-HANDBOOK.HTML)) There was an article about classification of Seebeck originals and reprints, an article about creating an El Salvador handbook, and more.

The *Stamp Collecting Blog* link led me to a site in Finland touted as "amazing true stories from the life of a casual stamp collector." There was a great deal of short articles on this site including one about the author's favorite Smurf cover, pictures of his incoming mail, articles about fine art on stamps, German states stamps and more.

The screenshot shows the Alltop homepage with a focus on stamp-related news. The main content area is divided into several sections:

- GOOGLE NEWS: STAMP COLLECTING**: Includes links to "Stamp 101: Beginner Tips for Stamp Collectors", "The World's Most Expensive Mailbox", and "How to Make Your Own Stamp Collection".
- TOPIC: STAMP COLLECTING NEWS**: Features a link to "1960 Taking a Closer Look At Stamp Collecting As A Hobby Once T-Off".
- STAMP COLLECTING NEWS**: Contains links to "New Postage Stamps for Royal Rockies and Beyond?", "2010's Biggest Price Guide to Grand Stamps Postage", "India's First postage stamp (Indonesia) at Colombo", "Jain National Park Postage Stamp Issued", and "Grand Teton National Park International postage stamp".
- GOOGLE NEWS: PHILATELY NEWS**: Lists items like "Barbados' Postage Stamps Honoring Queen Elizabeth II", "Moldova Post Marks 150th Anniversary of the First National Stamp", and "Russia's Largest Letter To Santa On December 10th".
- GOOGLE NEWS: STAMP COLLECTING DATABASE**: Includes links to "The Stamp Collecting Roundup", "The Best Stamp Books", "Stamp Collecting Books", "Stamp Collecting Books", and "Stamp Collecting Books".
- MY PHILATELY**: Shows categories like "Mail Art", "A Person's PC", "Fascinating postage programs", "Mailbox reviews", and "United covers".
- STAMP WORLD**: Lists "1929: First Swiss", "1976: First Swiss", "1970: First Swiss", "1970: First Swiss", and "1970: First Swiss".

This blog (<HTTP://WWW.STAMPCOLLECTINGBLOG.COM/TOPIC/HIDDEN-ADVERTISING-ON-STAMPS>) is definitely worth a second look in a few weeks to see what other interesting material comes up. The links panel on the right side used a somewhat small font.

I very much liked the design of the *Philatelic Database* at <HTTP://WWW.PHILATELICDATABASE.COM>.

This site will definitely be added to my favorites list. It has an excellent design and some very interesting articles, including some from vintage sources.

There was a neat article by William Cochrane about *Post-Offices on Wheels* written in 1929 that had several great mail train illustrations. An article by William Pigott about the Straits Settlement centenary from 1967 was very detailed. There were separate navigation panels on the right for This weeks Most Read, Recent Entries, Shipping, Train, and Flight Archives, Contributors, Archives by Month, and Recent Comments.

There is also a forum section with several discussions and contests. The *Stamp Profiles* section has numerous postings on individually selected stamp issues, and the video section has links to more than 30 short clips, including *A Colour Box*, a short film produced by the British General Post Office film unit in 1935. There are numerous vintage maps, a dictionary and a crosswords section.

I've spent at least an hour looking at the bare minimum of topics and likely will be compelled to go back! In summary, or perhaps, heed my warning, don't go to [ALLTOP.COM](HTTP://ALLTOP.COM) (stamps), if it is almost time for dinner or if you have a pressing meeting or deadline. You won't want to tear yourself away from all the interesting information you will find there!

— Heather Sweeting

Material for reviews may be sent to the editor. Reviews are also welcomed from others. Reviews should be concise and stress those aspects that are helpful examples (positive or negative) for other authors, editors, and publishers. Review requests from those having an interest in the item, such as publishers and distributors, must include a copy of the publication.





Short Takes

News & Commentary

New Editor for *The Posthorn*

Scandinavian Collectors Club President Mats Roing has appointed Wayne Youngblood editor of the SCC's quarterly journal, *The Posthorn*. He will replace Paul Albright with the November issue, has edited the journal for 10 years. Among Albright's contributions were conversion to coated paper to enhance illustrations, increasing size from 6 x 9 to 7 x 10 inches to accommodate larger illustrations, and a gradual shift from black and white to full color.

Youngblood formerly held editorial positions with *Linn's Stamp News*, *Scott Stamp Monthly*, and *Stamp Collector*. He is the current editor of the American Air Mail Society's *Airpost Journal*.



Youngblood

Congress Book Goes Color

The 75th annual *American Philatelic Congress Book*, to be released at *APS STAMPSHOW 2009* in Pittsburgh, PA on August 7, moves to color illustrations. Editor Kenneth Trettin, at the request of the APC Council Members, found that the increased costs were marginal in comparison to the improved quality in illustrations.

The anthology focuses largely on postal history. Topics this year include freight money letters, exchange office status attainment by the city of Philadelphia in handling mail between Great Britain and the U.S., the 19th century postal history of Washington, DC hotels, increased popularity of Kentucky post office mail as a result of growing tourism to Mammoth Cave, the world's first regular and international air mail service, birth of the Palestinian National Authority's new postal system, the disintegration of the Hapsburg Empire following World War I, and the treatment of eastbound airmail of the German North Atlantic catapult service.

More information is available from Secretary-Treasurer Ross Towle, 400 Clayton St., San Francisco CA 94117 and the APC web site — WWW.AMERICANPHILATELICCONGRESS.ORG.

Canal Zone Postal Stationery Catalogue

The 2009 revision of *Canal Zone Postal Stationery* edited by Irwin J Gibbs and George T. Krieger has been released. The co-operative venture of the United Postal Stationery Society and the Canal Zone Study Group covers all envelopes and postal cards issued during the period the U.S. Post Office Department administered Canal Zone operations. In addition to updating prices and previous information, the book contains a history, postal rate table, and earliest reported uses. New are listings and prices of specimens of postal stationery that have come into collectors' hands.

The 70-page, 8.5 x 11-inch, saddle stitched catalogue is on coated paper and has a laminated four-color cover. It is available from Bob Wilderman (UPSSPUBS@AOL.COM) at the UPSS Publications Office, P.O. Box 3982, Chester, VA 23831 for \$20 (\$16 for UPSS members) plus \$5 shipping for up to two books to U.S.

addresses. Virginia residents add 5% sales tax. For non-USA destinations, please contact the publications office for rates.

A New Gateway to the Stamp Hobby

Learn About Stamps — WWW.LEARNABOUTSTAMPS.COM — is a new internet destination for beginners to explore stamp, postmark, and cover collecting. The gateway offers single-click links to important information from many different sources.

The site is a collaborative effort of the APS, Smithsonian National Postal Museum, Philatelic Foundation, and USPS in coöperation with ASDA and the philatelic community. It began as a project of the NPM Council of Philatelists. The home page presents seven chapters, each offering answers to a particular beginner question: What is stamp collecting?, What is postmark and cover collecting?, How can I begin stamp collecting?, How can I obtain stamps for my collection?, How do I find out more about stamp collecting?, What do I need to know when it comes time to dispose of my collection?, and How can I get more involved in stamp collecting?

National Postal Museum Scholarships

The Smithsonian National Postal Museum is offering three scholarships for stamps or postal history research leading to publication. These vary up to \$2,000 and can be used toward expenses. More information is at WWW.POSTALMUSEUM.SI.EDU/SCHOLARSHIPS/INDEX.HTML.

The first is for scholars with a Ph.D. and doctoral candidates engaged in dissertation research. It will allow them an uninterrupted block of time to do research in the NPM library and other Washington, DC libraries and to discuss their work with others. Research can include any topic supported by the NPM collections for research in the history of the post in America in any century.

The second is for original research and analysis relating to the design and / or printing of a specific issue(s) or relating to a concept, valuation, issuance, distribution, policy, and / or decision arising from the USPOD service arising in Washington, DC. Research will be considered as long as the area of study is West Virginia, Virginia, Maryland, and / or the District of Columbia. The result will be publication as an article or book.

The third is from the NPM and Confederate Stamp Alliance for original research and analysis relating to the design and / or printing of specific Confederate stamps, the Confederate Post Office Department, or an aspect of Confederate postal history. The work will be published in *The Confederate Philatelist*.



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NAPEX 2009 Literature Competition Winners Named

Winners of the NAPEX 2009 literature competition, held during the June 5–7 show have been announced by Chairman Daniel A. Piazza.

Grand Award and Gold

Special Mail Routes of the American Civil War: A Guide to Across-the-Lines Postal History, Steven C. Walske and Scott R. Trepel

Noncompetitive Exhibits

Letter Mail from and to the Old Italian States, Vaccari S.R.L.
Bulgaria From the Ottoman Empire to the Kingdom: History, Stamps, and Postal History, 1840–1908, Vaccari S.R.L.

Vaccari Magazine 2008 (Nos. 39–40), Vaccari S.R.L.

Vaccari Magazine Indice Analitico, Vaccari S.R.L.

Francobolli e Storia Postale: Trattato Storico e Catalogo con Valutazioni, Vaccari S.R.L.

The Emil Capellaro Collection of the Kingdom of Lombardy-Venetia, Vaccari S.R.L.

Handbooks and Special Studies

Gold

Tughra Stamps: One Man's Journey into the Unknown, Mehmet I. Basaran

North Atlantic Packets: Sailings and Departures, 1818–1840, James R. Pullin (Also APS Award for Research)

Congress Book 2008, American Philatelic Congress

Vermeil with Felicitations

Postage Stamps of the Pao Tzu Ku Bandit Post, Wolfgang Baldus

Vermeil

Peru Cancellation Handbook, 1858–1873, Erik A. Emsing

Essence of Polar Philately, Hal Vogel

Republic Post: Texas Mail, Late 1835 to Early 1846, Rex H. Stever

Silver

Czeslaw Slania: Master Engraver, John Campbell

Manchuria in Transition: 1925–1934, Robert W. Farquhar

Japanese Furusato Stamp Program, 1989–2007, Cecil H. Uyehara

SCC Presents Literature Awards

The Scandinavian Collectors Club announced literature awards for best article and best catalogue or handbook at its convention February 28 at St. Louis Stamp Expo, in St. Louis, MO. The Frederick A. Brofos Award went to Arnold Sorensen for his two-part article “The D.W.I. [Danish West Indies] Bisected 4-Cent Stamps: Why, When, Where, and How They Were Used” in the August and November 2008 issues of SCC quarterly journal *The Posthorn*.

SCC president Mats Roing also announced the winner of the Earl Grant Jacobsen award for an outstanding handbook. The winner was *The Revenue Stamps of Norway and Related Non-Fis-*

Silver-Bronze

“American Consular Fee Stamps: Passport Service Usage Rates, 1906–1955.” *American Revenuer* 62:3, Edwin J. Andrews
Alabama Precancels Catalog and Guidebook. Version 2.0, Charles A. Adrión

Cyclisme & Philatélie, Piet Hein Hilarides

United States Railroad Adhesive Baggage, Newspaper, and Package Stamps, Arthur J. Mongan

Sescal/Americas '08 Exhibition Catalogue, Vickie Canfield Peters

Periodicals

Gold

First Days Volume 53, Dick Sine

Postal History Journal (Nos. 139–141), Diane DeBlois and Robert Dalton Harris

Posthorn Volume 65, Paul Albright

NJPH Volume 36, New Jersey Postal History Society

Penny Post Volume 16, Larry Lyons

Vermeil

Méxicana Volume 57, Michael D. Roberts

India Post Volume 42, Peter Leevers

Rossica Nos. 150–151 and Bulletin of the Rossica Society of Russian Philately Nos. 43–44, The Rossica Society

Silver

Canadian Connection Volume 22, John G. Peebles

Canal Zone Philatelist Volume 44, The Canal Zone Philatelist

Meter Stamp Society Quarterly Bulletin Volume 60, David E. Crotty

Scribbings Volume 16, Rocky Mountain Philatelic Library

Texas Philatelist Volume 56, Texas Philatelic Association

Silver-Bronze

Washington City Despatch Nos. 14–20, William M. Hughes, Jr. and Janet M. Hughes

Graebner Gazette Volume 8, Robert C. Graebner Chapter #17

AFDCS



cal Issues by Bjørn Kristian Wang and edited by Paul A. Nelson. Published in 2007 in compact disc format, the work is a catalogue of more than 1,000 pages of the revenue issues of Norway, which are shown in color. The work introduces a new catalog numbering system with cross-references to earlier catalogs.

The Scandinavian Collectors Club is devoted to the collecting and study of the Nordic area countries of Denmark, Finland, Greenland, Iceland, Norway, and Sweden as well as associated areas such as the Danish West Indies, Åland, Faroe Islands, Aunus, East Karelia, North Ingermanland, and Schleswig. Information about SCC can be obtained from Executive Secretary Don Brent, PO Box 13196, El Cajon CA 92022 or www.scc-online.org.



2008 CAC Newsletter Competition Awards

The APS Chapter Activities Committee has named the winners in its 2008 Newsletter Competition. The 24 newsletters will be displayed at StampShow 2009 August 6–9 in Pittsburgh, PA. The judges were Timothy Bartshe, Douglas Kelsey, and Stephen Schumann.

Class I: Single Page

Vermeil

Driftwood, Long Beach Stamp Club, Lloyd Baumann, Huntington Beach, CA

Silver

Huntsville Philatelic Club Newsletter, Huntsville Philatelic Club, Arthur J. Cole, Huntsville, AL

Philatelic Bulletin, Sarasota Philatelic Club, Jack Seaman, Sarasota, FL

Class II: Multi-Page

Gold

Knoxville Philatelic Society News, Knoxville Philatelic Society, Thomas W. Broadhead, Knoxville, TN

MSC Monthly Bulletin, Merchantville Stamp Club, Stephanos S. Hadjiyannis, Cherry Hill, NJ

NEPPS Philatelic Inquirer, Northeast Pennsylvania Philatelic Society, Rufus Wilson, Dalton, PA

Prairie Stamp Views, Champaign-Urbana Stamp Club, Ed Dueppen, Mahomet, IL

Saugeen Stamp Club Bulletin, Saugeen Stamp Club, Ralph Wyndham, Lulknow, ON

Stamping Around, Mid-Cities Stamp Club, Peter Elias, Plano, TX

Wichita Stamp Club Newsletter, Wichita Stamp Club, Neal E. Danielson, Wichita, KS

Vermeil

Calgary Philatelist, Calgary Philatelic Society, Dale Speirs, Calgary, AB

LaBlonde, Struble Receive New Helvetia Awards

Charles J. LaBlonde, prolific book author, and George W. Struble, record-breaking editor, have received special American Helvetia Philatelic Society (AHPS) awards for their respective contributions to Swiss literature and to the society.

LaBlonde is the first recipient of the new American Helvetia Philatelic Award for exceptional contributions in the English language to Swiss philately on subjects of special interest to AHPS and its members. Beginning in 2003 he has authored four books, either alone or as a co-author, on Swiss international mail routes during World War II. All the books are based on original research on a subject that has attracted increasing interest among postal history collectors. Purchasing information is available from LaBlonde at CLABLONDE@AOL.COM.

Chicago Philatelic Society Bulletin, Chicago Philatelic Society, Randall Sherman, Chicago, IL

Milwaukee Philatelist, Milwaukee Philatelic Society Inc., Carol Schutta, Milwaukee, WI

OCPS Stamp News, Orange County Philatelic Society, Grey Ouellette, Norco, CA

The Philatex, San Antonio Philatelic Association, Lea Senghaas and Dora Roberts, San Antonio, TX

The Post Boy, Nevada Stamp Study Society, Howard Grenzebach, Reno, NV

The Postmaster, New Haven Philatelic Society, Campbell Buchanan, Branford, CT

Stamp Chatter, Sequoia Stamp Club, Ernie Lee, Burlingame, CA

Silver

Stamping About Town, Charlottesville Stamp Club, William W. Sihler, Keswick, VA

The Chattanooga Stamp Chronicle, Chattanooga Stamp Club, Willis Monk, Old Fort, TN

Hollywood Philatelist, Hollywood Stamp Club, Enrique Setaro, Miami, FL

Philatelic Chatter, Johnstown Stamp Club, Donald W. Smith of Johnstown, PA

South Miami Stamp Club Newsletter, South Miami Stamp Club, Enrique Setaro, Miami, FL

Silver-Bronze

Philatelic Society of Pittsburgh, Philatelic Society of Pittsburgh, Paul M.H. Lienhardt, Pittsburgh, PA

Next Competition

The deadline for entries in the 2009 competition — for newsletters produced in 2009 — is January 15, 2010. Entry forms may be requested from Jane King Fohn, APS CAC Newsletter Competition Manager, 10325 Little Sugar Creek, Converse, TX 78109-2409; or janekfohn@sbcglobal.net. This information also is available online at the CAC website — www.STAMPS.ORG/CAC. 

Struble is the second recipient of the new AHPS Service Award, which goes to members who have contributed extensive service to the society. By the end of this year he will have served as editor of the society's bimonthly journal — *Tell* — for 10 years, setting a new record for editorial longevity in Swiss philately in the United States.

Struble's length of voluntary service, beginning in January 2000, has broken the record of Gustave A. von Gross, who was editor of the Helvetia Bulletin, published by the original Helvetia Society for Collectors of Switzerland. Von Gross held that position from July 1938 to January 1948, an elapsed time of nine years and seven months.

AHPS membership information is available from the secretary, Richard T. Hall, P.O. Box 15053, Asheville, NC 28813, or from the AHPS web site, www.SWISS-STAMPS.ORG. 

Creating Banners for Online Advertising

By Albert W. Starkweather

Part II

Banner advertisements are an effective way of getting out your message in a timely manner. They are also a good source of income if you run a web site. Like print ads, they are easy to handle if one understands and follows the basics. For purposes of this discussion I will concentrate on design and application of banner ads, keeping technical information that can be found elsewhere to a minimum.

Size

Although there are several formats, one of the most common is 462 × 162 pixels at 72 or 96 pixels per inch resolution. This leaderboard format is popular with advertisers as it usually is placed at the top of the screen. RGB mode should be selected. There are also larger and smaller versions of this format as well as many portrait mode sizes that can appear along the edge of a layout.

These settings can easily be set in the user's favorite graphics program. For those who feel overwhelmed by their software, I recommend Peachpit Press' *Visual Quick Start Guides* (WWW.PEACHPIIT.COM). These are easy to understand and inexpensive.

If you are creating an ad for another site, check with the webmaster to determine what sizes and placement will be accepted. Make the same decisions for your own site if you plan to accept advertising.

Formats

The most common formats for online graphics delivery are GIF, JPG, and PNG 8 and 24.

Graphic image format (GIF) is rapidly becoming obsolete because of its limited color palette and often poor appearance. It supports animation, which has become passé for online ads. It also supports transparency, but often less-than-satisfactory results.

The almost universally accepted JPG works well for most browsers and has satisfactory appearance. However, it is prone to having image-deteriorating artifacts. It does not support transparency.

Portable network graphics (PNG) is the newest of these formats, providing superior resolution and color latitude with its 24-bit option, which produces stunning images and high legibility. The eight-bit option produces images that equal the highest quality jpg. Both support superior transparency.

Rates

Rates usually are based on traffic a site generates, the number of hits on the page with the ad, and the number of hits the ad attracts. Other factors are whether the ad is standalone or part of a rotating series.

The Basics

The primary elements include a logo or other graphic (type can be a graphic in itself), the product or service being offered, and contact information — usually in the form of a hyperlink to the vendor's primary web site or e-mail address. The link should be included



Keeping It Simple

Good banner ads are eye-catching and use minimal text to get the message across. The first was bordered in dark red to meet another format. The bottom pair were created as part of a rotating banner. The *StampExpo 400* banner as it appears on vsc.com appears below.



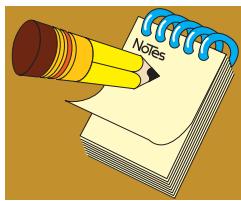
within the ad. Many better webmasters also include a word link below the ad itself, which helps guide viewers to the destination.

Remember that the goal is to deliver your message in as clear and simple manner as possible in three or four lines of type. A good way to test a design is to put it into a test layout and view it at different screen resolutions to ensure that it is legible.

Alternatives

If you cannot make a banner from scratch or lack the time or incentive to do so, there are many alternative sites that will allow you to create one online by choosing the design style, colors, fonts, and then entering text and uploading images. These include: <HTTP://MYBANNERMAKER.COM>, <WWW.CREATEBANNER.COM>, WWW.THEPCMANWEBSITE.COM/FREE_BANNER_CREATOR.SHTML, and <WWW.BANNERCREATOR.NU/BANNER-MAKER.HTML>.





Secretary-Treasurer's Report

July 11, 2009

New Members

1966 Dr. Allan Boudreau, New York University, One Washington Square Village, New York, NY 10012-1632. Author: *George Washington and New York City* (Masonic Stamp Club); editor: *Masonic Philatelist*; co-author: ATA Handbooks #141 and #145. Sponsor: Albert W. Starkweather.

1967 Robert A. Delena, 678 Main St., Piffard, NY 14533. Freelance writer; *American Stamp Dealer & Collector*. Sponsor: John M. Hotchner.

1968 G. Paul Billion, 14550 Talbot Drive, Warren, MI 48088, Associate Editor: *COROS Chronicle*. Sponsor: Augustine Serafini

1969 David E. Crotty, P.O. Box 16115, Ludlow, KY 41016-0115. Editor: *Meter Stamp Society Quarterly Bulletin*. Sponsor: Daniel Piazza.

Reinstated

1372 Kenneth B. Grant, East 11960 Kessler Road, Baraboo, WI 53913-9669.

1560 Peterson Marshall Rexford, P. O. Box 50377, St Louis, MO 63105-5377.

1714 Alejandro Grossmann, Apt. Postal 18-933, Mexico DF 11801 Mexico.

1929 Roger S. Brody, 110 Knightsbridge, Watchung, NJ 07069-6400.

Change of Address

1487 Thomas F. Clarke, P. O. Box 418, Jenkintown, PA 19046.

Deceased

0113 Charles J. Peterson, Laurel, MD

About Writers Unit #30

The purpose of the Writers Unit #30 of the American Philatelic Society is to encourage and assist philatelic communication,

knowledge, and comradeship. Membership is open to any philatelic writer, columnist, editor, or publisher, as well as anyone interested in philatelic communication.

Join Us Today

Join Writers Unit #30 today and begin reaping the many benefits of membership, including your subscription to *THE PHILATELIC COMMUNICATOR*. Applications received before October 1 will be recorded as members for that calendar year and these members will receive all four issues of *THE PHILATELIC COMMUNICATOR* for the calendar year. Applications received on or after October 1 will be recorded as members for the following calendar year.

An application may be downloaded at www.wu30.org.

New membership applications are now available on request from the Secretary-Treasurer

Membership Dues

The membership dues for each calendar year are:

USPS ZIP Code Addresses..... \$20.00

Canada and Mexico \$22.50

All Other Addresses \$25.00

Payment must be made in U.S. funds by a check imprinted with a U.S. bank transit number, or by postal money order, payable to *APS Writers Unit #30*. Some overseas members prefer to send U.S. bank notes by certified mail.

Updating Your Mailing Address

Please notify us of address changes to ensure that you receive each issue of *THE PHILATELIC COMMUNICATOR* without delay. This will also save WU#30 several dollars because the USPS charges 70 cents for every address correction, and we still have to pay the postage for reshipping the issue to the member.

Election of Officers & Council Members

The deadline for the receipt of the Writers Unit #30 ballot was July 20, 2009, so the results will be reported in the fourth quarter issue of *THE PHILATELIC COMMUNICATOR*.

George B. Griffenhagen
WU #30 Secretary-Treasurer
2501 Drexel St., Vienna, VA 22180-6906;
ggriffenhagen@aphanet.org

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Horizontal 7.33 x 4.7 inches (44 x 28p6 picas)**

Quarter Page — \$35 • 3.6 x 4.6 inches (21p6 x 28 picas)

Eighth Page — \$20 • 3.6 x 2.25 inches (21p6 x 13p6 picas)

Deadlines January 15, April 15, July 15, October 15

CONTACT THE EDITOR: 813-962-7964 • [ASTARKWEATHER@wu30.org](mailto:astarkweather@wu30.org)

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